

RETAILING

Levels:	Grades 10-12
Units of Credit:	1 Semester (.5)
CIP Code:	08.0705
Prerequisite:	None

COURSE DESCRIPTION

Retailing is a program that will prepare the student to operate businesses that sell, rent, or lease goods and services. This course will provide insight into the theory behind buying, storing, pricing, advertising, display, selling, financing, and other activities necessary for successful business operations. Students taking marketing classes should have the opportunity to participate in the DECA organization (student marketing leadership association). DECA-related activities and curricula may be used as an approved part of all marketing classes.

STANDARD 08.0705-01	Students will have an understanding of the retailing business and the fundamentals of both store and non-store retailing.
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OBJECTIVES

08.0705-0101

Understand retail marketing and its benefits.

(Resources: *Retailing* Chapter 1)

- Define the term retailing.
- Explain the difference between goods and services.
- Identify different channels of distribution.
- Explain the benefits of retailing.
- Identify some of the tasks of retailers.

08.0705-0102

Understand types of retail businesses and retail ownership.

(Resources: *Retailing* Chapter 2)

- Explain the NAICS categories of the retail industry.
- Name the types of business organization.
- Identify the types of retail business ownership.
- Describe how competition affects retail evolution.

08.0705-0103

Understand the types of store-based and service retailers.

(Resources: *Retailing* Chapter 3)

- Identify the types of store-based retailers.
- Explain the importance of service retailers.
- Identify the types of service retailers.

08.0705-0104

Understand e-tailing and non-store retailing.

(Resources: *Retailing* Chapter 4)

- Explain multichannel retailing and e-tailing.
- Identify elements to include on a retail web site.
- Identify the types of non-store retailers.

STANDARD 08.0705-02	Students will have an understanding of the components and decisions involved in the operation of a retail store.
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OBJECTIVES

08.0705-0201

Understand the retail market strategy.

(Resources: *Retailing* Chapter 5)

- Explain target markets.
- Discuss market segmentation.
- Explain competitive advantage.
- Describe the types of retail business expenses.
- Explain the importance of business credit.
- Explain types of retail business risks.

08.0705-0202

Understand merchandise planning in retailing.

(Resources: *Retailing* Chapter 6)

- Explain merchandise plans.
- Describe the components of a merchandise plan.
- Describe merchandise life cycles.
- Explain the receiving process.
- Explain the concept of inventory control.
- Describe inventory systems.
- Explain stock turnover.

08.0705-0203

Understand the buying and pricing of merchandise.

(Resources: *Retailing* Chapter 7)

- Explain the role of the buyer.
- Determine what to buy.
- Determine quantities to buy.
- Discuss the importance of when to buy.
- Explain factors affecting pricing decisions.
- Define markup and markdown.

08.0705-0204

Understand how retailers select locations and sites for their stores.

(Resources: *Retailing* Chapter 8)

- Identify the types of retail locations.
- Explain the difference between a strip center and a mall.
- Define trade areas.
- Explain retail site-selection criteria.
- Explain the importance of traffic for a retail business.

STANDARD

08.0705-03

Students will have an understanding of the mechanics of operating a retail store.

OBJECTIVES

08.0705-0301

Understand how retailers create store image and promote sales through design and visual merchandising.

(Resources: *Retailing* Chapter 9)

- Explain the importance of store image.
- Discuss the importance of store design.
- Explain the importance of store layout.
- Define visual merchandising.
- Explain the use of visual merchandising in retailing.
- Describe the styles of displays.

08.0705-0302

Understand the different methods of promotion and advertising used in retailing strategies.

(Resources: *Retailing* Chapter 10)

- Identify the types of promotion.
- Define promotional mix.
- Identify types of sales promotions.
- Explain the concept of publicity.
- Identify the categories of advertising.
- Explain the types of advertising.
- Identify the types of advertising media.

08.0705-0303

Understand the importance of selling in the retail process.

(Resources: *Retailing* Chapter 11)

- Identify characteristics of an effective retail sales associate.
- Describe tasks a retail sales associate must complete.
- Identify and discuss product information.
- Define customer buying motives and needs.
- Explain the steps of a sale.
- Explain how to overcome customer objections and identify suggestion-selling techniques.

08.0705-0304

Understand the importance of good customer service.

(Resources: *Retailing* Chapter 12)

- Define customer service.
- Describe customer service expectations.
- Explain word-of-mouth communication.
- Identify the employee's role in customer service.
- Explain the importance of employee empowerment and recognition.

08.0705-0305

Understand the role of the store manager.

(Resources: *Retailing* Chapter 13)

- Identify important characteristics of store managers.
- Describe the store manager's role in merchandise management.
- Explain expense control.
- Explain the importance of managing store employees.
- Explain the importance of working with supervisors.
- Explain the importance of positive customer relations.

**STANDARD
08.0705-04**

Students will have an understanding of careers in retailing and how to prepare for a job.

OBJECTIVES

08.0705-0401

Understand the different retail careers as well as personal traits and skills needed for a retail career.

(Resources: *Retailing* Chapter 14)

- Describe career opportunities in retailing.
- Identify personal traits desirable for retailing.
- Identify career information to research.
- Explain career paths.
- Name sources of information about retail careers.
- Describe the ways to apply retail career information.

08.0705-0402

Understand steps to be taken in starting a retail career.

(Resources: *Retailing* Chapter 15)

- Explain how to make a career plan.
- Describe ways to prepare for a retail career.
- Apply job search strategies.
- Identify information needed to prepare a resume.
- Explain how to prepare a resume.

- Identify references for a resume.

08.0705-0403

Understand how to be successful in obtaining and keeping a retail job.

(Resources: *Retailing* Chapter 16)

- Explain how to complete a job application form.
- Describe how to interview for a job.
- Write a follow-up letter after a job interview.
- Explain the importance of punctuality on the job.
- Explain the importance of accepting responsibility.
- Describe how to foster positive working relationships.

PERFORMANCE OBJECTIVE/DETAILED EXPLANATION

Students will select and complete **four (4)** of the **eight (8)** performance objectives to fulfill the state requirement for performance. One performance objective should be chosen from each standard.

Performance Objective: 01 (Standard 08.0705-01)

Students will choose a retailer in the United States and research what products it sells, who the competitors are, how it got started, and how the business operates.

Performance Objective: 02 (Standard 08.0705-01)

Students will choose a product and then show the channels of distribution that might be used for this product.

Performance Objective: 03 (Standard 08.0705-02)

Students will use target marketing techniques to define the target market for a specialty retail store in their area.

Performance Objective: 04 (Standard 08.0705-02)

Students will analyze the merchandise plan for a retail store and recommend changes or improvements for the store.

- Recommend for simplicity either a school store or area small business.
- May also consider selecting a range of products to evaluate.

Performance Objective: 05 (Standard 08.0705-03)

Design a retail store layout or blueprint identifying different types of displays.

- Student should create of a new small business store layout (blueprint) or assess and alter an existing sales floor.
- Consider using a school store or area small business.

Performance Objective: 06 (Standard 08.0705-03)

Design a retail sales promotion for a product or service.

- Recommend for simplicity either a school store or area small business.
- May also consider selecting a range of products to promote.

Performance Objective: 07 (Standard 08.0705-04)

Choose a successful person involved in retailing and research personal qualities, aptitudes, and skills this person has which make him/her successful.

Performance Objective: 08 (Standard 08.0705-04)

Prepare a resume, which will include personal information, position you are seeking, work experience, education, involvement in extra activities, and references.

